

REMARKS

Claims 1 - 47 are pending. Claims 1, 5, 6, 16, 19 - 21, 25 - 27, 30, 35, 36, 38, 40, 44 and 47 have been amended.

The foregoing Amendment and remarks which follow are responsive to the Office Action mailed February 28, 2003 in relation to the above-identified patent application. In that Office Action, claims 1 - 47 were rejected under 35 U.S.C. §103(a) as being unpatentable over Dell Computer (Prior Art cited in PTO - 892 and Henson Patent No. 6,167,383) in view of the first Official Notice (ON1) regarding web-based system resources and further in view of the second Official Notice (ON2) regarding customized site administration.

Independent claims 1, 16, 26 and 36 have been amended to describe the novel and unobvious aspects of the present invention. Namely, the independent claims describe that the products of the virtual bundles are selected by an administrator not associated with the vendor. For example, claim 1 describes a system for facilitating a customer purchase of a bundle of products from a vendor. The system has a server system adapted to allow the production of a virtual bundle of products to be sold at an electronic commerce site of a vendor. *The products to be bundled are selected from a number of selectable products by an administrator not associated with the vendor of the products.* The system further includes a virtual-bundle selection computer operably connected to the server system. The virtual bundle selection computer is adapted to provide the bundle-selection data to the

server system without intervention by the vendor. The server system then uses the bundle-selection data to product the virtual bundle at the electronic commerce site.

In the Office Action, claims 1 - 47 were rejected as being obvious over Dell in view of the Official Notices (i.e., ON1 and ON2). As understood, Dell discloses a set of web pages called Premier web pages which are personalized for customers. As described in Item V of PTO-892, the Premier pages offer customers easy access to Dell products for on-line quotations and ordering. "Access to Premier Pages is controlled and managed by the customer." (PTO-892, Item V, 6th Paragraph). Furthermore, "Customers receive complete product information on approved configurations, and electronic ordering for corporate purchases based on individual corporate pricing". (PTO-892, Item V, 1st Paragraph). The premier pages are "...customized, secure Web sites that Dell creates for its corporate and public-sector customers." (PTO-892, Item W, 2nd Paragraph, Emphasis Added).

Accordingly, as seen by PTO-892, the Premier Pages are created by Dell to highlight specific packages that Dell determines would suite the customer. The customer can control and manage the access to the pages for its users. However, as understood, Dell creates the contents of the Premier Pages.

Accordingly, Dell does not disclose creating bundles which are selected by an administrator not associated with the vendor. There is no teaching or suggestion within the Dell reference for having an outside administrator select the products for the virtual bundle. In fact, as previously mentioned above, the Premier Pages are administered by Dell (i.e.,

the vendor of the products). There is no teaching or suggestion within the Dell reference for the proposition that the products displayed on the Premier Pages are selected by an entity not associated with the vendor. It appears that PTO - 892 actually teaches having Dell choose the products that will appear on the Premier Pages because Dell creates the pages for the customer. It would be in the vendors best interest to control the content of the website in order to control the purchases of the customers. By creating the pages, Dell can therefore control the pricing of the products offered.

In contrast, amended claims 1, 16, 26, and 36 describe a method and system whereby the group (through a group administrator) has control over the products that are offered to members. An administrator not associated with the vendor can create the bundles of products that are the best for the group. In this regard, the administrator, who has the best knowledge about the needs for the group, can create the bundles according to the group's specifications. There is no teaching or suggestion in the Dell reference that anyone other than Dell has control over the content of the Premier Pages such that Dell does not disclose an administrator not associated with the vendor selecting the products for the bundles. Accordingly, independent claims 1, 16, 26 and 36 are not rendered obvious over the combination of Dell in view of ON1 and ON2.

In addition to the foregoing, Applicants have amended claims 6, 20, 30, and 40 to conform to the language of the amended independent claims. Claims 5, 19, 21, 25, 27, 35,

38, 44 and 47 have been amended to correct typographical errors discovered during review of the present application.

In view of the preceding discussion and claim amendments, Applicants respectfully urge that the claims of the present application define patentable subject matter and should be passed to allowance. Such allowance is respectfully requested.

If a telephone call would help advance prosecution of the present application, the Examiner is kindly invited to call Applicants' representative, Mr. Eric Proul, at (650) 622-2300.

Respectfully submitted,

BURNS, DOANE, SWECKER & MATHIS, L.L.P.

Date: May 22, 2003

By: 

Eric K. Proul

Registration No. 45,025

P.O. Box 1404
Alexandria, Virginia 22313-1404
(650) 622-2300